

# Shristi Gartaula

Creative, analytical, and collaborative ux designer with project management experience in marketing and facilitation.

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Portfolio

[1shristi.github.io](https://github.com/1shristi)

## RECENT EDUCATION

### User Experience and Product Design, General Assembly— *Toronto*

JUNE - SEPT 2017

- +500 hours of coursework with hands-on training from industry professionals
- Projects employed human-centered design thinking at each stage of product lifecycle, including user feedback methods and effective communication

## RELATED WORK EXPERIENCE

### Senior Marketing Coordinator, Explorica— *Toronto*

JANUARY 2015 - MAY 2017

- Lead the creative process on Canadian History and Keating products
- Strategized and managed effective marketing campaigns for Canadian market, working with 4-person Boston team and Toronto sales managers
- Improved marketing operations by creating an in-house shipping process, saving +\$10k in printing costs

### Head of Marketing, AIESEC in Switzerland— *Bern*

JULY 2013 - SEPT 2014

- Designed and launched 4 national marketing campaigns for 3 products; increasing sales by 11% (see Portfolio)
- Managed online communication channels: Facebook Page (+2000 likes in 7 months), main website (increased page view and duration by 20%)
- Taught and mediated 8-member team on leadership and content marketing strategies

## PROJECTS IN FACILITATION & INNOVATION

### Fall 2013 & Spring 2014 National AIESEC Conferences— *Leysin, Switzerland*

Created and facilitated workshops for +200 university students on strategic marketing and team leadership.

### BrainStore Innovation Summit 2017— *Brooklyn, New York*

Trained to use BrainStore's ideation process to facilitate clients' ability to generate ideas.

## SKILLS

### UX

Ethnography, user mapping, user flow charts, usability testing, prototyping, heuristic evaluation

### Technical

Balsamiq, Sketch, Invision, Principle, Adobe Creative Suite, basic HTML/CSS

### Interpersonal

+5 years of experience training, facilitating, and coordinating teams

## OTHER EDUCATION

University of Guelph, Guelph — *Bachelor of Arts in Social Sciences*  
2008 - 2012